Abstract of the Disclosure

A system for retaining memberships at a health club utilizes attendance data of club members at the health club. The club members are categorized into one of a plurality of member segments based on their level of attendance. A computer electronically transmits text messages to the club members in each of the plurality of member segments. The messages are customized to respective member segments such that non-users and low users of the club are encouraged to increase their attendance level, while regular users are encouraged to maintain their attendance level.